MCS II: KEY MILESTONES STATUS

CRITICAL DECISION/ MILESTONE	STATUS/IMPLICATIONS	RED/YELLOW/GREEN TIMING
Approve promotion concept	• MCS II will focus on "Marlboro Gear" from the Country Store. • Timing: March 1 - Oct 31, 1995	Green
1995 plan approval	• Reviewed '95/'96 plan with JJM/WIC w/o 8/17. General direction/strategy approved.	Green
Gear Selection	• Finalizing catalog II items - 19 items 3 limited edition - (CD, camera, heater/cooler) 2 pooling (camping gear, juke box) • Specs finalized on all items except boots • Investigating adding watch	
Gear Forecast	• MCS II "preliminary purchasing forecast" issued. Purchasing using as basis for bid process. Forecast will be revised to incorporate actual pricing/miles requirements.	Green
Legal Approvals	• Awaiting legal approval/trademark clearance on gear bag, hip bag, knapsack, lighter. • Investigating trademark issues re: catalog copy.	Yellow
Catalog Creative	• Catalogs presented to JJM/WIC w/o 9/19. Currently making revisions to be represented w/o 10/10. A&K due Madden w/o 10/17. However, "secret" extension agreed to w/o 10/31	Yellow

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CRITICAL DECISION/ MILESTONE	STATUS/IMPLICATIONS	RED/YELLOW/GREEN TIMING
Budgets	• Preliminary MCS II retail/gear budget presented	Green
Purchasing	• Specs finalized (except boots). • Potential supplier list finalized • Meeting/mailings w/suppliers scheduled w/o 9/22. • Bid review/Issue PO's w/o 10/17	Green
Retail Materials	• POS materials in development • March/April B4G1F in development • Carton graphics in final development • Intro adv/outdoor in development	Green

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